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EISF recognizes Grand Champion Title Sponsors: Bingham Memorial Hospital and Southeast Idaho Chevy Dealers

BLACKFOOT, ID (August 29, 2011) – When the 2011 Eastern Idaho State Fair opens on Saturday, September 3, visitors will enjoy exciting entertainment and the best value in southeast Idaho, thanks in part to the Fair’s two Grand Champion Title Sponsors: Southeast Idaho Chevy Dealers and Bingham Memorial Hospital.

Celebrating of 100 years of business this year, our Southeast Idaho Chevy Dealers will showcase many of its new vehicles and what they have to offer. On September 3-4, NASCAR fans will have the chance to see Tony Stewart’s Team Chevy racecar on display in the West Events area. Fairgoers will also have the chance to win an iPad that the automotive group will be giving away at their booth during the Fair to one lucky winner.

As a longtime Fair supporter, located just blocks from the Fairgrounds, Bingham Memorial Hospital will offer a massage station, courtesy of the College of Massage Therapy, where Fairgoers can receive a free massage. They also can visit the "Ask the Doctor" booth, featuring a number of practicing physicians from Bingham Memorial Hospital and Spine Idaho who will be on hand to answer common health questions. A schedule of physician times and specialties is available at www.BinghamMemorial.org/FairAdvice, where people can also sign up to win some fantastic prizes to be given away at the Fair.

“Eastern Idaho State Fair is honored to have sponsors like East Idaho Chevy Dealers and Bingham Memorial Hospital who are dedicated to bringing the best in value and quality to the 2011 Fair event,” said Fair manager Brandon Bird. “On behalf of the Fair staff, our Board and the 200,000 visitors who will experience this Fair, we thank Bingham Memorial and Chevrolet for their generosity that enables us to bring excitement, entertainment and economic support to southeast Idaho.”

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The 2011 Eastern Idaho State Fair returns to Blackfoot on Saturday, September 3, through Saturday, September 10. Complete schedules and 2011 Fair information can be found at www.funatthefair.com or by calling (208) 785-2480.

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*An annual tradition for 109 years, the Eastern Idaho State Fair is a favorite destination to over 200,000 visitors, creating fond memories and unforgettable experiences to all ages. This year's theme, **It's Udderly Fantastic**, is a celebration of Idaho's agricultural heritage – a vital part of the Fair throughout its history. From entertainment to agricultural heritage, every aspect of the Eastern Idaho State Fair is udderly fantastic!*